

Form PTO 1449 (Modified)	U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY DOCKET NO. 7791-0092-25X DIV	SERIAL NO. 09/472,197
LIST OF REFERENCES CITED BY APPLICANT		APPLICANT	WILL H. GARDENSWARTZ ET AL
		FILING DATE	DECEMBER 27, 1999

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
PA	AA	5,948,061	09/07/99	Merriman et al	705	14	
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FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	TRANSLATION NO
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

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Examiner <i>John W. Hayes</i>	Date Considered <i>5/21/2001</i>
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*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO. 7791-0092-25X DIV Client Ref: OBSP/5R-GARD		SERIAL NO. 09/472,197
LIST OF REFERENCES CITED BY APPLICANT		O I P E APR 03 2001 PATENT & TRADEMARK OFFICE C-199		APPLICANT WILL H. GARDENSWARTZ ET AL		
				FILING DATE CPA FILED: HEREWITH		GROUP 2161
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EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS
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JH	AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998.				
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JH	AY	In This Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989				
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Examiner <i>John W. Hayes</i>				Date Considered 5/21/2001		
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